ORDER

WMLW-TV

Orders	**Order / Rev:**	**164829**		
	Alt Order #:	06299036		
	Product Desc:	SENATE MAJORITY PAC		
	Estimate:	1684		
	Flight Dates:	08/28/12 - 09/03/12	Primary AE:	Matthew Norten
	Original Date / Rev:	08/27/12 / 08/27/12	Sales Office:	HDC
	Order Type:	GENERAL	Sales Region:	NAT
Agency	**Name:**	**Waterfront Strategies**		
	Buying Contact:	Shira Levy	Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	**Name:**	**Issue/Senate Majority PAC**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL Issue	Order Separation:	00:15:00
	Priority:	P-1	Advertiser External ID:	
	Revenue Codes:	AGY, POL, ISS	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	8	$1,200.00	$1,020.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	8	$1,200.00	$1,020.00	0.00
Totals	8	$1,200.00	$1,020.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WMLW-TV	1%	$1,200.00
Market	100%	$120,000.00

Competitive Share	Share	Total
CABLE	0%	$0.00
WBME	0%	$0.00
WCGV	0%	$0.00
WDJT	22%	$26,400.00
WISN	29%	$34,800.00
WITI	28%	$33,600.00
WPXE	0%	$0.00
WTMJ	20%	$24,000.00
WVTV	0%	$0.00
WYTU	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WMLW	08/29/12	08/31/12	11am-12pm M-F 11a-12p	CM	11a-12p	--WTF--	:30	3	$100.00	P-1	0.00 NM	3	$300.00
	FAMILY FEUD X2													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/27/12	09/02/12	--WTF--	3	$100.00	0.00								
E 2	WMLW	08/29/12	09/02/12	WMLW 9pm News WMLW 9pm News	CM	9p-930p	--WTFSS	:30	4	$200.00	P-1	0.00 NM	4	$800.00
	58 NEWS ON WMLW													

Order / Rev: 164829 Advertiser: Issue/Senate Majority PAC

Alt Order #: 06299036 Product Desc: SENATE MAJORITY PAC WMLW-TV

Flight Dates: 08/28/12 - 09/03/12 Estimate: 1684

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WMLW	08/29/12	09/02/12	WMLW 9pm News WMLW 9pm News	CM	9p-930p	--WTFSS	:30	4	$200.00	P-1	0.00 NM	4	$800.00
	58 NEWS ON WMLW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/27/12	09/02/12	--WTFSS	4	$200.00	0.00								
E 3	WMLW	09/03/12	09/03/12	11am-12pm M-F 11a-12p	CM	11a-12p	1------	:30	1	$100.00	P-1	0.00 NM	1	$100.00
	FAMILY FEUD X2													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	1------	1	$100.00	0.00								
												Totals	8	$1,200.00